



KENTUCKY DEPARTMENT OF EDUCATION

NEWS OPPORTUNITY ADVISORY

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CELEBRATE NATIONAL SCHOOL BREAKFAST WEEK

(FRANKFORT, Ky.) – National School Breakfast Week is March 7-11, and Kentucky's public schools and program sponsors are encouraged to celebrate the event and participate in a Spirit Contest.

Since 1989, schools across the United States have taken part in National School Breakfast Week celebrations in an effort to increase awareness of the availability of the [School Breakfast Program](#) (SBP) to all children. School breakfast is not only good for children's physical well-being, but also for their cognitive abilities. Research has shown that kids who eat breakfast score better on tests, have fewer health issues and even behave better.

To encourage schools' and sponsors' participation in NSBW festivities, the Kentucky Department of Education's Division of School and Community Nutrition (SCN) is hosting a Spirit Contest.

Participants should document their National School Breakfast Week celebrations and compile photographs and text, either as PowerPoint presentations or photography/narrative presentations. Entries should be sent to the SCN offices by March 24.

Sponsors may develop their own themes for National School Breakfast Week celebrations, or they can follow the School Nutrition Association-developed theme of "School Breakfast Detectives – The Search for Super Energy." Information regarding the theme, including the toolkit, can be found at <http://docs.schoolnutrition.org/meetingsandevents/nsbw2011/index.asp>.

Entries will be displayed in the lobby of the Capital Plaza Tower in Frankfort, and KDE employees and visitors will vote for the entries they believe best depict the spirit of National School Breakfast Week.

Votes will be tallied on April 1, with winners announced on April 4. Kentucky Education Commissioner Terry Holliday will present a commemorative plaque to each winner on April 18 at 1:30 p.m. ET.

Detailed contest rules and information follow.

(more)

Visit our website at <http://www.education.ky.gov>.

NSBW Spirit Contest Rules

Eligible participants are all sponsoring organizations of the National School Breakfast Program, including:

- Public School District Sponsors
- Private School Sponsors
- Residential Child Care Sponsors (RCCIs)
- Military Dependent School Districts (i.e., Ft Knox Dependent School District and Ft Campbell Dependent School District)

Type of submissions accepted:

- a PowerPoint presentation (no longer than 10 slides) that includes photographs and text captions depicting National School Breakfast Week celebrations

OR

- a maximum of 10 hard-copy photographs of National School Breakfast Week celebrations and a two-page hard-copy Word document describing the photo festivities
- Contestants may only submit one entry per sponsorship in one of the above formats.

How to submit entries:

- PowerPoint presentations may be e-mailed to Angela Voyles at angela.voyles@education.ky.gov no later than **Thursday March 24**. "NSBW Contest Entry" must be in the subject line of the e-mail.
- Hard-copy photographs and Word documents must be received by School and Community Nutrition no later than **Thursday, March 24**. Mailed entries should be sent to:
School and Community Nutrition
Attn: NSBW Contest
500 Mero Street, 23rd Floor
Frankfort KY 40601
- Entries received after Thursday, March 24 will not be accepted. Sponsors choosing the hard-copy photo and Word document entry submission option should note that the deadline is a "receipt" date and not a "postmarked" date.

Additional Guidelines:

- Entries must be by sponsorship and not by school. In their entries, Child Nutrition directors are encouraged to submit as many schools as possible that participated in the festivities that best depicted the spirit of the celebration.
- Sponsors with additional questions about the contest can contact Angela Voyles at angela.voyles@education.ky.gov or call (502) 564-5625.